

Given a copy of a sample advertisement, the reader selects those items which are illustrations of various propaganda techniques. (Part I)

**UNIT 9**  
**Lesson 1**  
**Locating Hidden Meaning**

**TECHNICAL TALK**

In the previous eight units, you have read and studied various propaganda techniques. You have learned about the following: "plain folks device," "name-calling," "bandwagon," "identification with prestige," "transfer," "emotionally toned words," "testimonials," and "sweeping generalizations." Some advertisements may contain several of these techniques. If they are used effectively, they can help persuade the reader to buy a particular product or service.

**TRY IT**

Read the following printed advertisement carefully, paying attention to detail. It includes four phrases that are numbered and underlined. See if you can name the propaganda technique that goes with each underlined phrase.

MOSBACK CARS, (1) the standard of quality, are being purchased by people (2) just like you. Be (3) patriotic like Governor Smithton and buy one today. (4) All will be sold tomorrow.

(Answers: (1) "identification with prestige," (2) "plain folks" device, (3) "transfer," (4) "bandwagon.")

**BUY AN EVERPLAY RECORD PLAYER—NOW!**

Below is an advertisement for a new Everplay Record Player. There are several phrases written on both sides of the picture. As in the "Try It" section above, write down the name of the propaganda technique for each of the numbered and underlined phrases.

(1) only 100 left to sell!

(2) the one purchased by  
Mayor Townley for  
his home

(3) endorsed by Midwest  
Town Association



**EVERPLAY**

(4) far superior to typical  
discount house brands

(5) the choice of 500 of  
your neighbors in  
Midwest Village

## REVIEW

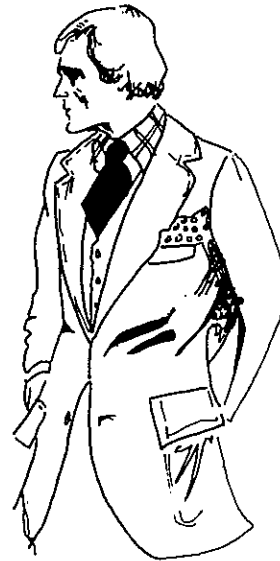
The advertisement in lesson 1 included examples of five different propaganda techniques. Did you identify them correctly? Let's see if you can pick out the techniques used in another advertisement.

## UNIT 9 Lesson 2 Locating Hidden Meaning

### SELVA 300—YOUR KIND OF SUIT

Below is an ad by Masterful Modern Men's Store, which sells Selva 300 suits. This ad has a total of eight different phrases in the left-hand column describing Selva suits. Find two examples of the "bandwagon" technique, two examples of "identification with prestige," and one example of "sweeping generalization." Read each phrase carefully.

- ... On sale one day only!
- ... all wool, durable
- ... the choice of the Midlands Fashion Show Winners
- ... the "Cadillac" of men's fashion suits
- ... low priced
- ... affordable
- ... worn by all well-dressed men
- ... Beat the crowd! Be at our store early tomorrow!



SELVA 300  
Lavore Beach  
3-Piece Suit  
On Sale NOW  
at  
*Masterful Modern*  
*Men's Store*  
3624 Prairie Avenue  
364-2142

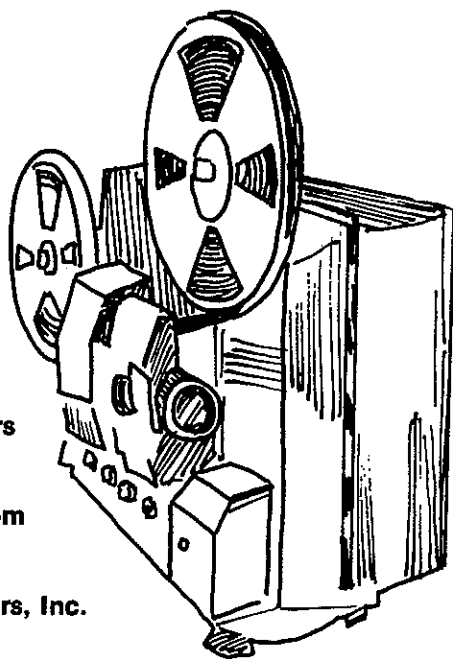
## LOOKUP PROJECTOR FOR THE BEST PICTURES

### UNIT 9

#### Lesson 3

#### Locating Hidden Meaning

You found five examples of three kinds of propaganda techniques in the previous lesson. In the advertisement below for Lookup Projectors, see if you can find more examples. Specifically, find two examples of the "plain folks" device, two examples of "emotionally toned words," and one example of "name-calling."



**Lookup Projectors**

**Now available from**

**Midwest Projectors, Inc.**

**9192 Central Avenue**

...hurry, only 100 left to sell!

...your best friend has one

...modern, beautiful, easy to use

...better than old-fashioned models of our competition

...chosen by the families of your neighborhood

...smooth running, quiet, and lightweight

...virtually maintenance free

...low cost

...attractive

...portable

### HOW DID YOU DO?

